

1      Amendment to the Claims

2      In the Claims:

3      Please cancel Claim 17.

4      Please amend Claims 1, 12, 18, 22, 24, and 25 as follows.

5      1. (Currently Amended) A method for selectively displaying an additional content in a Web  
6      page based on an available display area, comprising the steps of:

7                (a) automatically detecting dimensions of the available display area;

8                (b) automatically determining whether the additional content and a primary  
9      content can both be fully displayed in a single Web page in the available display area without  
10     requiring scrolling in more than one direction and without requiring substantial modification of either  
11     the primary or the additional content, said additional content not being necessarily related to the  
12     primary content; and if so,

13                (c) displaying the additional content and the primary content; else

14                (d) displaying only the primary content.

15      R2  
16      2. (Original) The method of Claim 1, wherein the available display area comprises an area  
17      defined by a browser window produced by a browser program; and wherein the step of detecting the  
18      dimensions of the available display area includes the steps of:

19                (a) detecting properties of the browser program that produced the browser  
20      window;

21                (b) providing instructions compatible with the detected properties of the browser  
22      program; and

23                (c) executing the instructions to automatically detect the dimensions of the  
24      browser window.

25      3. (Original) The method of Claim 2, wherein the step of automatically determining occurs  
26      when the browser window is initially displayed by the browser program.

27      4. (Original) The method of Claim 2, wherein the step of automatically determining  
28      comprises the step of storing a pointer to a previously defined event handler used by the browser  
29      program.

1       5. (Original) The method of Claim 4, wherein the previously defined event handler responds  
2 to at least one of initially displaying content in the browser window, and resizing the browser  
3 window.

4       6. (Original) The method of Claim 5, wherein the step of displaying only the primary content  
5 comprises the step of executing the previously defined event handler.

6       7. (Original) The method of Claim 1, wherein the step of automatically determining  
7 comprises the step of automatically determining if at least one dimension of the available display area  
8 is sufficient to display the additional content.

9       8. (Original) The method of Claim 5, further comprising the step of responding to a change  
10 in the available display area by again automatically determining whether the additional content and  
11 the primary content can both be fully displayed in the available display area without requiring  
12 scrolling in more than one direction.  
*A2*

13       9. (Original) The method of Claim 1, wherein the step of automatically determining  
14 comprises the step of iteratively automatically determining whether a further additional content can  
15 be fully displayed with the primary content and a previous additional content in the available display  
16 area without requiring scrolling in more than one direction.

17       10. (Original) The method of Claim 1, wherein the step of displaying the additional content  
18 and the primary content comprises the steps of:

19               (a) determining whether the additional content was previously downloaded from a  
20 remote storage; and if not,

21               (b) retrieving the additional content from the remote storage and displaying both  
22 the primary content and the additional content; else

23               (c) displaying both the primary content and the additional content that was  
24 previously downloaded from the remote storage.

25       11. (Original) A computer-readable medium having computer-executable instructions for  
26 performing the steps recited in Claim 1.

27       12. (Currently Amended) A method for controlling display of a Web page on a device,  
28 comprising the steps of:

29               (a) automatically determining an available display area for displaying a content of  
30 the Web page on the device;

(b) automatically determining a combination of different portions of the content that can be fully displayed in a single Web page in the available display area without requiring scrolling in more than one direction and without requiring substantial modification of the content, said step of automatically determining the combination of different portions of the content comprising at least one of the steps of:

(i) automatically converting a portion of the content into a moving image  
within the available display area; and

(ii) automatically subdividing a portion of the content into subportions that are displayed sequentially within the available display area; and

(c) displaying only the portion of the content that can be fully displayed in the available display area without scrolling in more than one direction and without requiring substantial modification of the content.

13. (Original) The method of Claim 12, further comprising the step of dividing the Web page into discrete content modules that are selectively displayable.

14. (Original) The method of Claim 12; wherein the step of determining the portion of the content that can be fully displayed in the available display area without requiring scrolling in more than one direction comprises the step of prioritizing different portions of the content based on an order of importance, said different portions of the content corresponding to specific areas of the Web page that are selectively displayed as a function of the available display area.

15. (Original) The method of Claim 14, wherein the step of prioritizing comprises the step of ranking the different portions of the content according to their importance in conveying information on the Web page.

16. (Original) The method of Claim 12, wherein the step of automatically determining the portion of the content that can be fully displayed in the available display area without requiring scrolling in more than one direction, comprises the steps of:

(a) detecting a respective share of the available display area required by each portion of the content; and

(b) automatically determining a combination of different portions of the content that are displayable in the display area, based upon the respective share of the display area required by each different portion of the content.

1           17. (Cancelled)

2           18. (Currently Amended) A method for providing an additional content to a browser  
3 program for display in a browser window without requiring scrolling in more than one direction to  
4 fully display the additional content, comprising the steps of:

5                 (a) automatically detecting properties that identify the browser program;

6                 (b) automatically determining instructions that are compatible with the browser  
7 program, to display at least a portion of the additional content without scrolling in more than one  
8 direction and without requiring substantial modification of the additional content, based on an  
9 available display area in the browser window; and

10                 (c) communicating the instructions to the browser program, said instructions  
11 causing the additional content to be fully displayed only if possible to do so without requiring  
12 scrolling in more than one direction and without requiring substantial modification of the additional  
13 content.

14           19. (Original) The method of Claim 18, wherein the step of automatically detecting  
15 comprises the step of parsing a request from the browser program for content to be displayed by the  
16 browser program, to determine information that identifies the browser program.

17           20. (Original) The method of Claim 18, wherein the step of automatically determining  
18 comprises the steps of:

19                 (a) determining a type of the browser program being used from the set of  
20 properties; and

21                 (b) selecting specific instructions written to be implemented by the type of the  
22 browser program being used.

23           21. (Original) The method of Claim 18, wherein the step of communicating comprises the  
24 steps of:

25                 (a) obtaining the instructions that are compatible with the browser program;

26                 (b) upon receiving a request for a content from the browser program, providing a  
27 response that includes at least a portion of the content requested and the instructions; and

28                 (c) conveying the response to the browser program.

29           22. (Currently Amended) A system for displaying a Web page and selectively displaying an  
30 additional content, based on an available display area, comprising:

1                         (a)     a memory adapted to store data and machine instructions;  
2                         (b)     a processor coupled to the memory, said processor controlling storage of data  
3     in the memory and executing the machine instructions to implement a plurality of functions;

4                         (c)     a persistent storage device, coupled to the processor and the memory, on which  
5     are stored machine instructions, which when executed by the processor, cause it to selectively fully  
6     display a primary content of a Web page and the additional content without requiring scrolling in  
7     more than one direction and without requiring substantial modification of either the primary or the  
8     additional content, said additional content not being necessarily related to the primary content; and

9                         (d)     a display on which said primary content and said additional content are  
10    rendered in accord with the machine instructions, said display being controlled by the processor, said  
11    plurality of functions implemented by the processor executing the machine instructions including:

12                         (i)     detecting dimensions of the available display area;  
13                         (ii)    selectively displaying both the primary content and the additional  
14    content, if the primary content and the additional content are fully displayable without scrolling in  
15    more than one direction; and if not,  
16                         (iii)   displaying only the primary content.

17                         23. (Original) The system of Claim 22, wherein the machine instructions that cause the  
18    processor to selectively display the additional content are downloaded to the memory over a  
19    computer network.

20                         24. (Currently Amended) A system for displaying a Web page and selectively displaying an  
21    additional content, based on an available display area, comprising:

22                         (a)     a remote computer operatively connected to a communication network, said  
23    remote computer including a processor, and a memory in which machine instructions are stored that  
24    when executed by the processor while the remote computer is coupled in communication with a client  
25    device, carry out a plurality of functions, including:

26                         (i)     identifying a client browser program running on the client device;  
27                         (ii)    determining machine instructions that are compatible with the client  
28    browser program, for causing the client browser program to fully display at least a selected portion of  
29    the additional content without scrolling in more than one direction and without requiring substantial  
30    modification of the additional content, based on the available display area on the client device; and

(iii) communicating the machine instructions to the client browser program;  
and

(b) a client device operatively connected in communication with the remote computer over said communication network, the client device including a display, a processor, and a memory in which instructions are stored, said instructions, when executed by the processor in the client device, carrying out a plurality of functions, including:

(i) communicating said client browser properties to said remote computer when requesting a primary content of a Web page from said remote computer;

(ii) receiving said primary content and said machine instructions from said remote computer;

(iii) detecting dimensions of an available display area on the client device;

(iv) determining whether the additional content and the primary content can both be fully displayed in the available display area without requiring scrolling in more than one direction; and if so

(v) displaying the additional content and the primary content, on the display of the client device; else

(vi) displaying only the primary content on the display of the client device.

25. (Currently Amended) A computer-readable medium having a computer-executable component ~~that performs steps (b) – (d) of Claim 1~~ for selectively displaying an additional content in a Web page based on an available display area, wherein said component is integral with a browser program in which the Web page is displayed, ~~said computer-executable component causing a plurality of functions to be carried out when executed by a computer, including:~~

(a) automatically determining whether an additional content and a primary content can both be fully displayed in a single Web page in an available display area without requiring scrolling in more than one direction and without requiring substantial modification of either the primary or the additional content, said additional content not being necessarily related to the primary content; and if so,

- (b) displaying the additional content and the primary content; else
- (c) displaying only the primary content.